

REPORT ON TOBACCO CONTROL

Minister's Message

I am pleased to provide this first report on Health Canada's initiatives over the past year to reduce tobacco use as part of helping Canadians maintain and improve their health.

We are strengthening our regulations for tobacco control -

During 1999, new regulations came into force to further limit access by youth to tobacco. Health Canada also launched consultations and conducted extensive research in support of regulations to be introduced in 2000 for new health warning labels for tobacco products and for expansion of the reporting requirements for the tobacco industry.

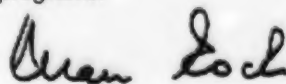
We are holding the tobacco industry accountable to the law -

In concert with the Attorney General for Canada and the Minister of Revenue, a civil suit has been initiated against some tobacco companies claiming that they deliberately encouraged a tobacco smuggling conspiracy. We are seeking damages in the amount of US\$1 billion. Health

Canada also launched an advertising campaign to warn Canadians about the serious health effects of smoking and encourage them to look critically at the promotional efforts of the tobacco industry. Health Canada sent two groups of officials to the document depository of the British American Tobacco Company (owner of Imperial Tobacco) at Guildford, UK, to study industry documents. Dr. Jeffrey Wigand, a former tobacco industry official, has agreed to serve as a Special Advisor.

We are working with our partners -

Federal, provincial and territorial Ministers of Health last September approved a renewed National Strategy to Reduce Tobacco Use in partnership with non-government health organizations. This new Strategy provides a framework for collaboration and action to reduce tobacco use in Canada. It is based on consultations with health organizations, political representatives and experts in other jurisdictions with successful tobacco control programs.



The Honourable Allan Rock
Minister of Health
January 2000

We are consolidating our efforts -

Last year, all of Health Canada's tobacco control activities, both at Headquarters and in the five regional offices, were brought together into a single Bureau of Tobacco Control. The Bureau will provide a comprehensive, integrated approach to tobacco control at the federal level that includes research, policy, public education, regulation and compliance monitoring.

You will find sections in this report that highlight our initiatives to combat youth smoking, strengthen our regulatory and enforcement efforts, increase the awareness of Canadians about the tobacco industry, and improve our knowledge of tobacco science and tobacco consumption patterns. I urge you to read it. For my part, I will maintain momentum on all these fronts and report back to you a year from now on what has been accomplished.

Canada

Our mission is to help the people of Canada maintain and improve their health.
Health Canada

Report on Tobacco Control was prepared by

The Bureau of Tobacco Control
Health Promotions and Programs Branch
Health Canada

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INTRODUCTION

TOBACCO USE IN CANADA

Tobacco use is the leading cause of preventable illness and death in Canada, responsible for more deaths than alcohol use, murder, car accidents and suicides combined. Tobacco is the known or probable cause of more than 22 debilitating - often fatal - diseases of the lung, heart and other organs. At least one-fifth of all adult deaths between the ages of 35 and 84, that is, more than 45,000 deaths per year, are due to tobacco use.

Tobacco use also negatively impacts the health of non-smokers, especially children. Exposure to tobacco smoke, which contains more than 50 cancer-causing chemicals, is a major cause of lung cancer in non-smokers and increases the risk of adverse health effects, including respiratory illness and middle ear infections, in children.

In addition to the tragic consequences suffered by individuals and families, tobacco use costs the Canadian health care system in excess of \$3 billion annually. As well, smokers' absenteeism, including smoke breaks and illness, costs Canadian business an average \$2,500 per smoker for a total of more than \$6 billion each year.

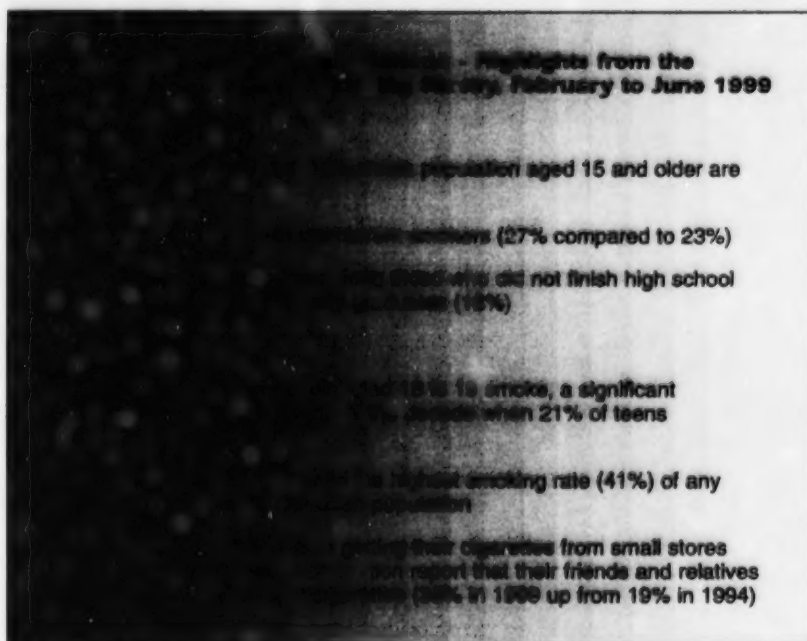
Over the past decade, the prevalence of smoking among Canadians aged 15 and older has continued to inch downwards,

decreasing from 30% in 1990 to 25% in 1999. These declines are greatest among older Canadians and are due to a combination of cessation and dying - often from tobacco-related disease. Fortunately, in 1999, about nine Canadians quit for every one who died from smoking (400,000 vs. 45,000).

However, the positive overall trend masks the fact that smoking rates remain alarmingly high in certain populations. The smoking rate among youth aged 15 to 19, in contrast to that observed among adults, has increased significantly during the last ten years. In 1999, 28% of Canadian teens smoked, up significantly from 21% in 1990. Approximately 62% of First Nations and Inuit smoke, a rate more than

double that of the general population. In addition, tobacco use is higher among Canadians of lower socio-economic status and among Francophones.

Clearly, tobacco use continues to present a major public health concern which affects all Canadians. The federal government collaborates with its provincial and territorial, non-government and international partners to reduce tobacco use. This report on tobacco control in Canada outlines the activities that Government of Canada has undertaken within the past year and looks ahead to future directions.



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Prevalence of Tobacco Use in Canada - Highlights from the Canadian Tobacco Use Monitoring Survey, February to June 1999

General Population

- Approximately 25% of the Canadian population aged 15 and older are current smokers
- More men than women are current smokers (27% compared to 23%)
- Smoking rates are higher among those who did not finish high school (29%) than among university graduates (18%)

Youth Smoking

- Approximately 28% of youth aged 15 to 19 smoke, a significant increase from the beginning of the decade when 21% of teens were current smokers
- Young men aged 20-22 have the highest smoking rate (41%) of any age/sex group in the Canadian population
- The majority of youth report getting their cigarettes from small stores (45%), but an increased proportion report that their friends and relatives are their major source of cigarettes (38% in 1999 up from 19% in 1994)

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TOBACCO CONTROL IN CANADA

Canada is well-known internationally for its progressive, comprehensive approach to tobacco control. The Government of Canada works in partnership with provincial and territorial governments and non-government organizations to control tobacco use.

In September 1999, Canada's Health Ministers approved a new National Strategy to Reduce Tobacco Use. This Strategy was developed in collaboration with key national non-government health organizations. It sets the overall framework within which governments and non-government organizations will take action individually and jointly in the area of tobacco control. The Strategy builds on the longstanding goals of prevention, cessation and protection, with the addition of denormalization as a new program theme in tobacco control.

Goals of the National Strategy to Reduce Tobacco Use

Prevention:

Preventing tobacco use among young people

Cessation:

Persuading and helping smokers to stop using tobacco products

Protection:

Protecting Canadians by eliminating exposure to second hand smoke

Denormalization:

Educating Canadians about the marketing strategies and tactics of the tobacco industry

Creation of the Bureau of Tobacco Control

A new Bureau of Tobacco Control was formed in August 1999. It brings together in one Branch for the first time, the policy, research, regulation, compliance monitoring and public education functions - both at Headquarters and in the regions - that relate to tobacco control within Health Canada. The new Bureau has a staff complement of 105 full-time employees.

The Federal Tobacco Control Strategy

The federal government is a major player in the National Strategy to Reduce Tobacco Use. Its tobacco control initiatives contribute to the overall goals of the strategy. Health Canada's Tobacco Control Initiative (TCI) builds on the extensive knowledge gained from previous strategies. Through the TCI, the Government of Canada has allocated \$100 million over five years, beginning in 1997/1998.

The goal of the TCI is to reduce smoking prevalence and tobacco use and the resultant adverse health effects among the Canadian population, with a particular emphasis on youth. Activities to achieve this goal are undertaken in four major areas:

- Regulations and Compliance
- Public Education
- Policy Development, Coordination and International Activities
- Research and Monitoring

REGULATIONS AND COMPLIANCE

Objectives:

- Protect the health of Canadians in light of conclusive evidence implicating tobacco use in the incidence of numerous debilitating and fatal diseases;
- Protect young persons and others from inducements to use tobacco products and the consequent dependence on them;
- Protect the health of young persons by restricting access to tobacco products; and
- Enhance public awareness of the health hazards of using tobacco products.

The Tobacco Act is a key element of the federal government's tobacco control strategy. It is designed to protect Canadians, especially youth, from the health consequences of tobacco addiction. The Tobacco Act regulates the manufacture, sale, labelling and promotion of tobacco products in Canada. It came into force on April 25, 1997 and replaced the Tobacco Sales to Young Persons Act (1994) and the Tobacco Products Control Act (1988). In 1998, the Tobacco Act was further amended to phase in restrictions on sponsorship promotion over a five-year period, which started October 1, 1998. After October 2003, the promotion of tobacco sponsorships and the use of tobacco brand elements and company names on permanent facilities associated with sports and culture, will be prohibited.

Activities:

During 1999, Health Canada has worked to further strengthen the Tobacco Act. Highlights of regulatory activities this past year include:

■ Introducing new regulations to limit youth access to tobacco -

Tobacco access regulations, which came into force in February, stipulate the pieces of identification retailers can rely upon to verify the age of their tobacco customers and specify the signs that must be posted at retail to indicate the age restrictions. These access regulations help retailers ensure they do not sell tobacco to minors.

Legislation in some provinces contains similar, or even stricter, requirements. The tobacco seizure and restoration regulations, which also came into force in February, set out the steps for the restoration of goods seized under the Tobacco Act.

■ Improving health warning messages on tobacco products -

Health Canada launched consultations in 1999 on proposed new regulations that will improve the health warning messages that Canadians see each time they pick up a tobacco product. The proposed Tobacco Products Information Regulations will set out the requirements for information that must be displayed on all tobacco products that are for retail sale in Canada. They will propose to require that every tobacco product display prescribed health

warning messages, health information and information about toxic emissions in a way that is legible, in both official languages and, where specified, in colour. These proposed product labelling requirements will help ensure that consumers are fully informed about the hazards of tobacco use.

Canadians support better health warnings on tobacco products *

- A majority of Canadians of all ages, both smokers and non-smokers, support placing health warnings on tobacco products
- 50 per cent of smokers of all ages say that health warning messages on cigarette packages have some impact on making them more conscious of the health risks of smoking than they used to be.
- A majority feel that current health warning messages have lost their effectiveness
- Young Canadians, both smokers and non-smokers, tend to advocate more detailed information as well as the use of pictures

■ Expanding reporting requirements for the tobacco industry

- Further to consultations initiated in 1998, Health Canada has developed proposed new regulations to require that reports on tobacco products be filed regularly with the department. The purpose of the proposed Tobacco Reporting Regulations is to set out the requirements for reporting of sales data, manufacturing information, ingredients, toxic constituents, toxic emissions,

* Environics Research Group Limited. Canadian Adult and Youth Opinions on the Sizing of Health Warning Messages. September 1999.

research activities and promotional activities by tobacco manufacturers and importers. The new regulations will provide Health Canada with better access to more relevant and current information about the toxic substances in tobacco products and tobacco smoke. With this information, Health Canada will be in a better position to propose regulations to further reduce the adverse health effects of tobacco use.

Expansion of Tobacco Reporting requirements

The proposed Tobacco Reporting Regulations will:

- Expand the reporting requirements to include more classes of tobacco products (i.e. bidis, kreteks, tobacco sticks, leaf tobacco);
- Require that an expanded list of toxic emissions be reported on;
- Require that tobacco manufacturers and importers submit lists of applicable studies (i.e. those that examine the toxicity and health effects of tobacco products) and report on promotional activities on a brand-by-brand, province-by-province basis; and
- Expand the reporting requirements to include more detailed information regarding the manufacture of, and ingredients used in, tobacco products.

■ **Looking at options for stricter regulations on promotion of tobacco products** - In January, Health Canada issued a consultation document, "Options for Tobacco Promotion Regulations" to solicit comments on various options for tobacco promotion regulations under the Tobacco Act. Work is continuing on the development of a regulatory proposal in light of comments received.

In addition to its regulatory activities, Health Canada works with its provincial partners to monitor compliance with the Tobacco Act. Highlights of these compliance activities include:

■ **Monitoring tobacco sales to youth** - Enforcement of the Tobacco Act aims at ensuring that retailers do not sell cigarettes to children and that tobacco advertising does not reach children. Health Canada monitors adherence to these regulations through compliance checks at retail, inspections of retailers, surveillance (both retailers and third parties), investigations and liaison. In the fiscal year ending in March 1999, Health Canada, in cooperation with its provincial partners:

- Conducted more than 45,000 retailer compliance checks;
- Responded to, and investigated, more than 2000 complaints related to the illegal sale of tobacco products to youths;
- Issued more than 1,700 tickets on alleged violations of provincial legislation; and
- Initiated 121 criminal prosecutions on alleged violations of the federal Tobacco Act.

Retailer Compliance is Increasing

When measured between July and September 1999, compliance rates by retailers across Canada were at 69 per cent, an increase of 8 per cent over 1998.*

■ **Mobilizing community awareness and support for regulations** - While compliance with the Tobacco Act has increased, further action involving the community is needed to reinforce these activities since many young people still manage to get cigarettes. The Restricting Youth Access To Tobacco (RYATT) initiative is built on the principle that the general availability of cigarettes contributes to the onset of smoking. The goals are to mobilize community awareness and support for regulation and compliance efforts that seek to limit youth access to tobacco, and to provide enhanced support to compliance officers. In 1999, health promotion and compliance representatives at the federal, provincial and territorial levels agreed to build a campaign to address the supply of tobacco to youth. In October, Health Canada hosted a RYATT Workshop in Ottawa with federal, provincial and territorial representatives working in health promotion and enforcement. Expected outcomes include a national strategy for consultation and a toolkit to help communities across Canada reduce youth access to tobacco.

* AC Nielsen. Report of Findings: 1999 - Final. Measurement of Retailer Compliance With Respect to the Tobacco Act & Provincial Sales-to-Minors Legislation. December 1999.

PUBLIC EDUCATION

Objectives:

- Reduce tobacco caused illness and death through prevention, protection and cessation support activities and share initiatives developed in these areas with government and non-government organizations;
- Build public support for tobacco control measures and public concern about the tobacco industry; and
- Ensure an infrastructure that supports coordinated planning, collaboration, best practices, and policies and that builds capacity of organizations, communities and youth.

Activities:

Highlights of public education initiatives of the past year include:

- **Learning what works in other jurisdictions** - In January, the Minister of Health formed the "Experts Roundtable on the Denormalization of Tobacco and the Tobacco Industry". Experts from the United States joined their Canadian counterparts to share their knowledge of how the marketing strategies, advertising and promotional tactics employed by tobacco companies influence and encourage young people to smoke. Subsequent discussions with officials from California about lessons learned in innovative social marketing on

tobacco were held with Health Canada officials and Parliamentarians in April. This work laid the foundation for the 1999 advertising campaign: the most aggressive ever in Canada.

- **Launching a new media campaign** - Television advertising that hits harder than ever before is a key component of Health Canada's tobacco control strategy. To make smoking seem less socially acceptable, the use of cigarettes is portrayed in a way that counterbalances the appealing images commonly found in tobacco ads and event promotions. After extensive consultation with other jurisdictions (including Florida, California, Massachusetts and British Columbia), Health Canada embarked on an aggressive ad campaign early in 1999. Using successful ads from other jurisdictions in addition to those developed by Health Canada, three full flights of advertising ran between January and December 1999. These ads were hard-hitting and highlighted the toxic substances in tobacco smoke, the highly addictive qualities of tobacco products and the marketing practices of the tobacco industry.

The ads are available on the Canadian Health Network website, along with information about tobacco, the health effects of smoking and ways to quit. (www.canadian-health-network.ca/tobacco).

Health Canada's national media campaign had wide coverage: *

- 71 per cent of English-speaking Canadians recall seeing the recent anti-tobacco advertisement "Debi"
- 58 per cent of French-speaking Canadians say they remember seeing the ad "Olivier"
- Almost half (42 per cent) of those who recall seeing the ads report having a more critical attitude toward the behaviour of the tobacco industry
- 82 per cent said they approve of the Government of Canada sponsoring such ads

* Environics Research Group Limited. Canadian Public and Opinion Leaders Attitudes toward Anti-Tobacco Advertising - Results of a National Survey. November 1999.

■ **Informing Canadians of the marketing strategies of the tobacco industry** - Health

Canada sent officials in May and October to investigate and begin examining the six million documents stored by British America Tobacco (BAT) and its subsidiaries (Imperial Tobacco Limited is 40% controlled by BAT) in the BAT Depository in Guildford, UK. Health Canada released 1,200 of these tobacco industry documents in November 1999. They are available on the National Clearinghouse for Tobacco and Health website (www.cctc.ca/ncth/guildford). The documents already obtained indicate that tobacco companies have conducted extensive research and developed strategies on nicotine content and levels in cigarettes, developed methods for reaching youth through promotional activities and worked on approaches for reassuring potential quitters who might be concerned about their health.

To help interpret further the contents of these tobacco industry documents, the Minister of Health appointed Dr. Jeffrey Wigand as a Special Advisor. An internationally recognized public health advocate, Dr. Wigand is a former vice-president and head

of research for the US tobacco company Brown and Williamson, a BAT affiliate. His story was brought to the big screen in the popular Hollywood movie "The Insider".

■ **Improving access by Canadians to up-to-date tobacco information** - Canadians now

have access to current information and programs related to tobacco via the Canadian Health Network. Together in one place, Canadians can learn about the health effects of tobacco use and of second-hand smoke, along with approaches to quitting smoking, tobacco policy, legislation and taxation issues (<http://www.canadian-health-network.ca>).

■ **Seeking input from Canada's youth** - A Youth Advisory

Committee (YAC) on tobacco issues was created to help ensure that Health Canada's programs to reduce youth smoking remain focussed, realistic and effective. The Committee advises the Minister of Health and the Secretary of State for Youth on tobacco issues, while raising the concerns and views of the youth and the constituencies they represent. Health Canada's YAC is composed of 17 young Canadians aged 13 to 19 who represent youth from all parts of the country, as well as the diversity of Canadian society. The first meeting of the YAC was held in Ottawa in November. The Committee has begun work on three priority areas: restriction of youth access to tobacco, high-risk groups and cessation. The YAC can be reached by e-mail at YAC@hc-sc.gc.ca.

Mission Statement of the Youth Advisory Committee:

The Youth Advisory Committee is a nationally representative team that advises Health Canada on reducing tobacco use among our peers. In a youth-to-youth style, our goal is to empower ourselves and future generations by changing youth perception on tobacco and promoting a healthy lifestyle.

Health Canada also plays a key role in developing a national infrastructure that supports and promotes public education initiatives across Canada. Activities during 1999 included:

■ **Sharing lessons learned in tobacco control** - Health

Canada prepared synthesis documents for youth, women and Francophones to capture and share information about the issues facing these particular groups and the lessons learned from previous tobacco control strategies about effective ways of reaching them. These summaries are available on Health Canada's web site (<http://www.hc-sc.gc.ca/tobacco-reduction/>).

■ **Researching best practices in tobacco control** - To make sure

the resources available for tobacco control programming provide optimal returns, Health Canada collaborated with the Canadian Tobacco Research Initiative (CTRI) to develop a

process to select best practices in tobacco control. This research will be used to establish guidelines which will help governments and non-government organizations choose the most effective tobacco reduction programs.

■ **Building the infrastructure -**

In 1999, Health Canada, both at Headquarters and in the regions, in cooperation with the provinces, territories, and non-government organizations, initiated the National Training and Consultation Network (NTCN). The NTCN is a national network of experts and consultants on tobacco control issues which will support various levels of government and non-government organizations. The network will serve as a vehicle for information exchange, training, consultation and information dissemination concerning tobacco control issues. The NTCN will increase tobacco control capacity across Canada and help maintain a standard level of capacity that is consistent across Canada.

First Nations and Inuit tobacco control initiatives

The Tobacco Control Initiative includes funding to support First Nations and Inuit tobacco control programming, administered through the Medical Services Branch of Health Canada. The focus is on prevention, education, social marketing, awareness and understanding of the traditional use of tobacco. Highlights of activities over the past year include initiation of a culturally relevant web site to prevent smoking uptake and encourage smoking cessation by Aboriginal youth for Aboriginal youth, training of Inuit community workers on the use of a smoking cessation kit, and hosting of a workshop for National Community Health Representatives on tobacco-related prenatal health concerns.

Inuit Community Health Workers Receive Training to Promote Cessation

In 1999, training of Inuit community workers was initiated on the use of Anirsaattianiq (Breathing Easy), a smoking cessation kit by Pauktuutit (Inuit Women's Association). A training session, held in Inuvik November 14-19, was well received by the approximately 20 participants from Inuit communities across the North and Labrador.

POLICY DEVELOPMENT, COORDINATION AND INTERNATIONAL ACTIVITIES

Objectives:

- Develop the policies, strategies and frameworks needed to reduce tobacco use in Canada; and
- Promote international cooperation for tobacco control.

Activities:

Highlights of the policy initiatives undertaken over the past year include:

■ Defending the Tobacco Act -

The Tobacco Act received Royal Assent on April 25, 1997 and was immediately challenged by the tobacco industry. Although the litigation will likely be a lengthy process, the Department remains committed to providing support to the Litigation Team in a vigorous and sustained defence of the Act.

■ Launching Legal Action

Against Tobacco Companies.

On December 21, 1999, Minister of Health Allan Rock, Minister of Justice and Attorney General Anne McLellan and Minister of National Revenue and Secretary of State Martin Cauchon announced that the Government of Canada filed a lawsuit to recover US\$1 billion in damages against RJR-Macdonald Inc., RJ Reynolds Tobacco Holdings Inc. and affiliated companies, and the Canadian Tobacco Manufacturers Council (CTMC).

The Government of Canada alleges that RJR Macdonald and the CTMC were key players in a scheme to systematically and deliberately encourage a tobacco smuggling conspiracy, which effectively forced the Government to drastically cut tobacco excise taxes in 1994. There is considerable evidence to suggest that the resulting drop in cigarette prices contributed significantly to the observed concurrent increase in youth smoking rates. With the launch of this lawsuit, the federal government hopes to curtail future illegal activities of tobacco companies and their co-conspirators.

"The Government of Canada and public health advocates believe that this rise (in youth smoking rates) is due, in large part, to the roll-back on cigarette taxes which was forced on us by the rise in smuggling in the 1990s."

Health Minister Allan Rock

■ **Increasing tobacco taxes** - Tax increases on tobacco products are a key part of the Government of Canada's overall strategy to reduce tobacco consumption. It is widely recognized that raising the price of tobacco products contributes to reducing demand, especially among young people. In November, the Government of Canada increased federal excise taxes on cigarettes by \$.60 per carton of 200 cigarettes in Ontario, Quebec, New Brunswick, Nova Scotia and Prince Edward Island.

Comparable increases in provincial tax rates were also implemented concurrently by provincial governments in these five provinces. Federal taxes on tobacco sticks were also increased and the 40 per cent surtax on the profits of tobacco manufacturers, originally introduced in 1994 as a temporary measure, was made permanent. Through the 1999 Budget, the federal government reduced the annual exemption from the excise tax on exports from 3 per cent to 2.5 per cent of the manufacturer's production in the preceding year. During 1999, the RCMP and the Canada Customs and Revenue Agency continued their enforcement efforts to reduce the threat of smuggling of contraband cigarettes.

■ Launching the Tobacco Law Compendium -

With the assistance of Health Canada, the University of Ottawa launched the Tobacco Law Compendium, an Internet-based database, giving Canada a comprehensive source of legal information concerning tobacco issues (<http://www.tobaccolaw.org/>).

■ Sponsoring international tobacco control activities -

The public health impact of tobacco globally (10,000 premature deaths each day from tobacco) and the global reach of the tobacco industry requires a collective response.

The Government of Canada supports international cooperation to increase collective action for tobacco control. Sharing research and expertise internationally will support and strengthen Canadian initiatives and broaden our knowledge. To this end, Health Canada provides funding to the International Development Research Centre (IDRC) for the Research for International Tobacco Control (RITC) initiative. The RITC initiative serves to create knowledge for developing policies aimed at reducing the threat of tobacco to health and human development.

The Government of Canada continues to support the work of the Pan American Health Organization to strengthen national coalitions against smoking in the Americas and provide public health education. The Government of Canada is also a major supporter of the World Health Organization (WHO) and its WHO Tobacco Free-Initiative, the objective of which is to co-ordinate an improved global strategic response to tobacco use. As part of this, Canada has been a leader in the development of the WHO International Framework Convention on Tobacco Control. The Framework Convention seeks to address the public health and economic costs of tobacco use through international cooperation. Health Canada participated in the first preparatory Framework Convention Working Group meeting in October 1999 to identify elements for the Convention in preparation for formal negotiations expected to begin in the summer of 2000.

RESEARCH AND MONITORING

Objectives:

- Increase knowledge of the health effects of tobacco use;
- Monitor and analyse changes in tobacco consumption patterns, public attitudes and industry practices; and
- Provide relevant and timely information to support decision making and the development of effective anti-tobacco policies and programs.

Activities:

Health Canada conducts and funds research in support of its own initiatives and those of its provincial and territorial, non-government and international tobacco control counterparts. Highlights of the research conducted over the past year include:

■ **Increasing knowledge of the health risks associated with tobacco use** - During 1999, Health Canada funded research studies to analyse the chemical constituents in tobacco and tobacco smoke. This analysis involved the verification and validation of proposed tobacco test methods for cigars, whole tobacco and tobacco-specific nitrosamines. The results of this research were used in support of the expansion of the proposed Tobacco Reporting Regulations.

■ **Understanding the effects of nicotine replacement therapies** - Health Canada released a report in May entitled "Nicotine Replacement Therapies in Smoking Cessation". NRTs such as nicotine patches and nicotine chewing gum are the most widely used pharmacological aids for quitting smoking and can significantly increase the success of would-be quitters. This report provides encouragement that NRTs are more cost-effective than other cessation interventions.

■ **Reducing the harm from tobacco use through product modification** - Recognizing that there will always be risk and harm associated with smoking, it may be possible to reduce that risk substantially. In May, the Minister of Health created the Expert Committee on Nicotine and Tobacco Science composed of North American science experts to advise on the development of a tobacco product modification strategy. The Committee is looking at possible ways to both regulate tobacco products and evaluate smoking cessation aids.

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■ **Improving understanding of the smoking behaviour of Canadians** - In 1999, Health Canada and Statistics Canada piloted a new survey tool for monitoring tobacco use among Canadians and assessing the impact of policy measures. The Canadian Tobacco Use Monitoring Survey (CTUMS) will provide systematic and ongoing federal and provincial access to important information related to tobacco use. With a large sample size of 20,000 and an equal number of people interviewed per province, CTUMS provides data of equal reliability for all provinces. Other important benefits of CTUMS include the availability of data within five to six months of collection, detailed information on youth aged 15 to 24, and the flexibility to address emerging issues in tobacco control.

■ **Strengthening research through partnerships** - Along with the Canadian Cancer Society, the National Cancer Institute of Canada and the Social Sciences and Humanities Research Council, Health Canada is one of the founding partners of the Canadian Tobacco Research Initiative. Launched in 1998, the purpose of the Initiative is to stimulate a sustained and coordinated tobacco control research agenda. Key activities in 1999 included two cycles of the planning grants program, a policy research workshop, work on best practices and the development of a tobacco fellowship program.

■ **Supporting the development of regulations to better inform Canadians of the risks resulting from tobacco use** - Informing Canadians of the risks involved in consuming tobacco products has long been an important component of Health Canada's comprehensive strategy to reduce tobacco use. To provide evidence-based support for the development of more effective health information on tobacco products, key research studies of consumer awareness, knowledge and behaviour were designed and conducted on behalf of Health Canada during 1999. The findings of these studies have been used to develop strong and effective ways to inform Canadians of the health risks associated with tobacco use.

Health Canada is committed to continuing its work to reduce tobacco use and its consequences among Canadians, and to move forward and build upon its achievements. Specifically, Health Canada is working with provinces and territories and other departments to develop a comprehensive approach based on evidence of what works in other jurisdictions. We will work toward the goals agreed upon in the National Strategy to Reduce Tobacco Use in accordance with the strategic directions. We will continue with hard hitting media advertising to warn Canadians about the harmful effects of smoking and about the practices of the tobacco industry. We will research effective interventions and identify best practices in tobacco control.

In the upcoming year, we will continue to work with provincial and territorial governments as well as with our partners in the health community. The Government of Canada recognizes the importance of an integrated approach to tobacco control. An important focus of our efforts will be to strengthen our collaboration with provincial and territorial governments and non-government organizations.

■ **Improving understanding of the smoking behaviour of Canadians** - In 1999, Health Canada and Statistics Canada piloted a new survey tool for monitoring tobacco use among Canadians and assessing the impact of policy measures. The Canadian Tobacco Use Monitoring Survey (CTUMS) will provide systematic and ongoing federal and provincial access to important information related to tobacco use. With a large sample size of 20,000 and an equal number of people interviewed per province, CTUMS provides data of equal reliability for all provinces. Other important benefits of CTUMS include the availability of data within five to six months of collection, detailed information on youth aged 15 to 24, and the flexibility to address emerging issues in tobacco control.

■ **Strengthening research through partnerships** - Along with the Canadian Cancer Society, the National Cancer Institute of Canada and the Social Sciences and Humanities Research Council, Health Canada is one of the founding partners of the Canadian Tobacco Research Initiative. Launched in 1998, the purpose of the Initiative is to stimulate a sustained and coordinated tobacco control research agenda. Key activities in 1999 included two cycles of the planning grants program, a policy research workshop, work on best practices and the development of a tobacco fellowship program.

■ **Supporting the development of regulations to better inform Canadians of the risks resulting from tobacco use** - Informing Canadians of the risks involved in consuming tobacco products has long been an important component of Health Canada's comprehensive strategy to reduce tobacco use. To provide evidence-based support for the development of more effective health information on tobacco products, key research studies of consumer awareness, knowledge and behaviour were designed and conducted on behalf of Health Canada during 1999. The findings of these studies have been used to develop strong and effective ways to inform Canadians of the health risks associated with tobacco use.

A LOOK AHEAD

The Government of Canada is committed to helping Canadians reduce their use of tobacco products. In the past year, we have undertaken numerous activities and have made progress on several important fronts, including strengthening the Tobacco Act.

But there is much more that must be done to reduce tobacco use and its consequences among Canadians, and we are prepared to move forward and build upon our achievements. Specifically, Health Canada is working with provinces and territories and other departments to develop a comprehensive approach based on evidence of what works in other jurisdictions. We will work toward the goals agreed upon in the National Strategy to Reduce Tobacco Use in accordance with the strategic directions. We will continue with hard hitting media advertising to warn Canadians about the harmful effects of smoking and about the practices of the tobacco industry. We will research effective interventions and identify best practices in tobacco control.

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